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ABSTRACT OF THE DISCLOSURE

screen-based host with processing and I/O facilities interacts with distributed items that are arranged for storing and exchanging digital information with the host. In particular, under proximity conditions and initially without user interaction, the items exchange accordingly with the host, but without requiring formatted berth facilities of the host. The various items through associated self-identifying evoke specific iconizing by the host for signaling to the user an associated service field. The host allows a user person to activate data processing operations with respect to the service field. During proximity conditions, the keep abreast of host-generated results relevant to corresponding service field. The host allows free styling of the items with respect to the item's physical shape.